

# Hawaii Tourism Authority's Visitor Targets for 2005

	2003 ACTUAL	DBEDT 2004 Preliminary		HTA 2005 Targets	
	Value			Value	New % change
<b>Total Spending (\$mil.)</b>	10,054.50	10,575.2	5.2%	11,220.1	6.1%
<b>Visitors by air</b>	10,009.6	10,341.0	3.3%	10,978.9	6.2%
U.S. West	3,834.6	3,769.1	-1.7%	3,949.8	4.8%
U.S. East	2,772.9	3,022.3	9.0%	3,211.5	6.3%
Japan	1,901.9	2,126.6	11.8%	2,314.7	8.8%
Canada	335.5	346.1	3.2%	362.3	4.7%
Other Geographic	999.5	1,076.9	7.7%	1,140.5	5.9%
Other Business Sup	165.2	168.5	2.0%	173.6	3.0%
Visitors by cruise ships	44.8	65.7	46.6%	67.6	3.0%
<b>Total \$PPPD Spending</b>	169.8	166.7	-1.8%	170.59	2.3%
<b>Visitors by air</b>	167.5	164.7	-1.7%	168.59	2.4%
U.S. West	153.0	143.4	-6.3%	146.27	2.0%
U.S. East	163.3	163.7	0.2%	167.63	2.4%
Japan	240.1	248.6	3.5%	253.82	2.1%
Canada	121.5	122.5	0.8%	124.95	2.0%
Other Geographic	164.9	161.1	-2.3%	164.32	2.0%
Visitors by cruise ships	100.7	99.2	-1.5%	104.0	4.9%
<b>Total Visitor days</b>	59,227,930	63,441,730	7.1%	65,772,618	3.7%
<b>Visitors by air</b>	58,782,699	62,794,355	6.8%	65,122,267	3.7%
U.S. West	25,061,943	26,275,246	4.8%	27,004,196	2.8%
U.S. East	16,976,276	18,457,134	8.7%	19,158,322	3.8%
Japan	7,921,422	8,553,234	8.0%	9,119,557	6.6%
Canada	2,760,403	2,824,794	2.3%	2,899,414	2.6%
Other Geographic	6,062,655	6,683,947	10.2%	6,940,779	3.8%
Visitors by cruise ships	445,231	647,375	45.4%	650,351	0.5%
<b>Total Visitor arrivals</b>	6,442,020	6,988,006	8.5%	7,198,218	3.0%
<b>Visitors by air</b>	6,380,439	6,908,173	8.3%	7,118,018	3.0%
U.S. West	2,609,862	2,752,048	5.4%	2,807,089	2.0%
U.S. East	1,653,357	1,800,628	8.9%	1,851,046	2.8%
Japan	1,340,034	1,477,629	10.3%	1,558,899	5.5%
Canada	204,999	214,618	4.7%	217,837	1.5%
Other Geographic	572,187	663,250	15.9%	683,148	3.0%
Visitors by cruise ships	61,581	79,833	29.6%	80,200	0.5%
<b>Total Length of Stay</b>	9.19	9.08	-1.3%	9.14	0.7%
<b>Visitors by air</b>	9.21	9.09	-1.3%	9.15	0.6%
U.S. West	9.60	9.55	-0.5%	9.62	0.7%
U.S. East	10.27	10.25	-0.2%	10.35	1.0%
Japan	5.91	5.79	-2.1%	5.85	1.1%
Canada	13.47	13.16	-2.3%	13.31	1.1%
Other Geographic	10.60	10.08	-4.9%	10.16	0.8%
Visitors by cruise ships	7.23	8.11	12.2%	8.11	0.0%

## Assumptions:

- 1) Consumer Confidence remains favorable.
- 2) Strong U.S. economy.
- 3) Strengthening of foreign currencies compared to the Dollar.
- 4) Seat Capacity continues to grow at a slower rate.
- 5) Room demand remains strong.